

# BECAUER



1896 © Musée d'Ixelles - Museum van Elsene

PRIVAT LIVEMONT.

FLEURS A L'AFFICHE! BLOEMENPRACHT!

**PRESS RELEASE**

09/03/2023 - 14/01/2024

Autrique House  
Chaussée de Haecht, 266 - 1030 Brussel  
[www.autrique.be](http://www.autrique.be)

# PRIVAT LIVEMONT. FLEURS A L'AFFICHE! BLOEMENPRACHT!

09/03/2023 - 14/01/2024

1896. A glittering year for Privat Livemont (1861-1936), when he created some of his most beautiful advertising posters. In large format and in colour, they feature enigmatic female figures and stylised vegetal elements depicted in the Art Nouveau manner. They graced the walls of the capital, playing their part in the poster mania that gripped Brussels during that period.

As part of the Year of Art Nouveau 2023, the Maison Autrique is exhibiting a series of posters by Livemont, as well as a set of works – some previously unseen – that testify to the extent of his talent and to the ease with which he created sgraffiti, stained glass window designs, ceramics and decorative etchings.



1900 ca © Arch. Schaarbeek

M A I S O N



AUTRIQUE

Wednesday to Sunday  
From 12pm to 6pm  
Chaussée de Haecht, 266 - 1030 Brussels  
02 215 66 00  
info@autrique.be  
www.autrique.be



## DE TENTOONSTELLING

Privat Livemont (1861-1936) is one of the greatest European poster artists active at the turn of the 19<sup>th</sup> and 20<sup>th</sup> centuries. In 1890, already an expert in the domains of painting and interior decoration, the Schaerbeek-born artist turned his talents to poster art, a new form of pictorial expression, and launched his work into the public area.

Armed with his skills as a draughtsman and colourist, his attention to detail and his mastery of lithography, Livemont created a number of expressive, popular illustrated posters, some of which have become iconic. Flowers with arched stems and profiles of women with flowing hair were used to promote events, chocolate, biscuits and absinthe. These posters serve as true mirrors of their time, reflecting the values of the middle class, their taste in matters of clothing and decoration, and their fondness for the plant world. They also reveal the emergence of graphic design and of the newly developing art of advertising.

2023 being the Year of Art Nouveau, the Maison Autrique is opening its doors to this virtuoso artist. We will be showcasing a series of his posters; some of these have come from major institutions in Brussels, while others are part of private collections – including the collection owned by Livemont's great-grandson. These demonstrate the breadth of his talent, as well as the ease with which he used the decorative techniques in vogue in the early 1900s: sgraffiti, mounted canvases, stained glass, ceramics and prints.

The exhibition is divided into six main sections: Privat Livemont's links with his native municipality of Schaerbeek, his work as a poster artist and his fondness for plants, his family, an analysis of his work by various specialists, his versatility, and his studio(s).



Outside of the Autrique House, visitors will be able, through the '**Privat Livemont**' map created for the occasion, to discover the sgraffiti that still decorate so many houses and schools in Schaerbeek.

## PROGRAMME

### Expert viewpoints: talks & lectures

To continue your discovery of Livemont and his era, a series of talks and lectures hosted by experts of various yet complementary backgrounds – including Benoît Schoonbroodt, a leading specialist on Livemont's work – will be held between March and December at the Autrique House and at Schaerbeek Town Hall.

More info: [www.autrique.be](http://www.autrique.be)

### TALKS @ Autrique House

18:30, 5€

#### 13.03.2023 – Affichées. De l'objet de regard au sujet de société [FR]

*[On Display: From the Object of the Gaze to a Social Subject]*

LYSE VANCAMPENHOUDT

PhD student in Art History UCLouvain – MrBAB – FNRS

#### 17.04.2023 – Histoire et techniques de la lithographie à travers l'œuvre de Privat Livemont [FR]

*[The History and Techniques of Lithography Through the Works of Privat Livemont]*

BRIGITTE & GUILLAUME CHOVEAUX

Print dealers, Galerie Le Tout Venant

#### 22.05.2023 – À la pointe de la mode 1900 ? [FR]

*[The Height of Fashion in 1900?]*

CAROLINE ESGAIN

Curator of the Fashion and Lace Museum

#### 12.06.2023 – L'étonnante collection d'affiches Belle-Époque du Musée d'Ixelles, histoire et highlights [FR]

*[The Amazing Collection of Belle-Époque Posters at the Museum of Ixelles: History and Highlights]*

CLAIRE LEBLANC

Director-Curator of the Museum of Ixelles

#### 28.08.2023 – Between Japonism and Art Nouveau: Retracing the Hybrid Influences in Privat Livemont's Works [EN]

DR SASKIA THOELEN

Art/Fashion historian at Bunka Gakuen University (JPN)

#### 25.09.2023 – Privat Livemont, entre peinture et graphisme [FR]

*[Privat Livemont: Between Painting and Graphic Design]*

MICHEL BRIES

Graphic designer and visual semiologist at IHECS

### LECTURES @ Schaerbeek Town Hall

18:30, free

#### 16.10.2023 – Arbres, fleurs et gazons à Bruxelles 1850-1910 [FR]

*[Trees, Flowers and Lawns in Brussels, 1850-1910]*

DENIS DIAGRE-VANDERPELEN

Doctor of History – Meise Botanic Garden – ULB – Fédération Wallonie-Bruxelles

#### 06.11.2023 – Privat Livemont, street artist et décorateur d'exception [FR]

*[Privat Livemont: An Exceptional Street Artist and Ornamentalist]*

BENOÎT SCHOONBROODT

Specialist in Livemont's work

#### 27.11.2023 – La naissance d'ornements inédits : Horta, Hankar, van de Velde et Livemont [FR]

*[The Advent of Groundbreaking Ornamentation: Horta, Hankar, van de Velde and Livemont]*

BENJAMIN ZURSTRASSEN

Curator of the Horta Museum

#### 11.12.2023 – L'École industrielle de Schaerbeek, un vivier d'artistes [FR]

*[The Schaerbeek School of Applied Arts A Breeding Ground for Artists]*

ALINE WACHTELAER

PhD in archival science and archivist at Schaerbeek

**BANAD Festival 2023, by Explore.Brussels**  
11.03 – 26.03.2023

*Guided tours of the Autrique House*  
Saturday 25 & Sunday 26 March [FR/NL/EN/DE]  
More info: [www.banad.brussels](http://www.banad.brussels)

*BANAD Kids*  
*Creative family workshop 'Affiches en fleur(s)'*  
Sunday 26.03 from 10:30 to 12:00 [FR]  
More info: [www.autrique.be](http://www.autrique.be)

Visitors to the BANAD Festival receive a €2 discount on their admission to the Autrique House upon presentation of their BANAD ticket.

**Nocturnes**  
13.04.2023

**Iris Festival**  
06.05.2023

**Les Cycles de l'Art nouveau, by Pro Vélo**  
*Privat Livemont – le Maître décorateur: 10.06.2023, 14:00*

As part of the year of Art Nouveau, Pro Velo invites you to explore the life and career of an emblematic figure of Art Nouveau on the second Saturday of each month. On 10 June, one of their guides will introduce you to Livemont in a bike ride dedicated to him, which will include a guided tour of the exhibition 'Privat Livemont. Fleurs à l'affiche! Bloemenpracht!'.

More info: <https://www.provelo.org/>

**Estivales!**  
*June-September 2023*

**Museum Night Fever**  
21.10.2023



1908, 20 Rue E. Laudestraat (1030)

## PARTNERS

As part of Art Nouveau Brussels 2023



With the complicity of

GALERIE  
LE TOUT VENANT

ARCHistory  
ASSOCIATION  
POUR L'ÉTUDE DU BÂTI  
[APEB]

SCHAERBEEK  
1030  
SCHAARBEEK

In collaboration with

MUSÉE  
D'IXELLES  
MUSEUM  
VAN ELSENE



KBR Koester de tijd  
Protégeons le temps  
LA MAISON CAUCHE



Jonathan Mangelinckx  
Collection

With the support of

u  
urban  
.brussels

6 loterie  
nationale  
loterij

F3  
FÉDÉRATION  
WALLONIE-BRUXELLES

RÉGION DE BRUXELLES-CAPITALE  
BRUSSELS HOOFDSTEDELIJK GEWEST

n  
brussel

astepforward  
ANCRAGE

## **THE AUTRIQUE HOUSE**

The Autrique House has been open to the public since December 2004. Purchased by the municipality of Schaerbeek, restored thanks to the Royal Commission for Monuments and Landmarks, and managed by Maison Autrique asbl/vzw, this single-family house is the result of François Schuiten and Benoît Peeters's project: La Maison Imaginaire. It is the only testimony of the architect Victor Horta on the territory of Schaerbeek and the only typically Brussels bourgeois house of his entire career.

Fifteen years ago, the urban environment of the Autrique House was still underestimated. It is located on the Chaussée de Haecht, just a stone's throw away from the Avenue Louis Bertrand, one of the most beautiful streets in the city. The district features wonderful buildings, whose facades trace a historical shortcut, from the eclecticism dear to the 19<sup>th</sup> century to the Art Nouveau of architects Strauven, Jacobs, Hemelsoet, and other followers of Horta.

The Autrique House has devoted several exhibitions to Brussels, Schaerbeek, and comics. Painters, photographers, cartoonists, film makers, and writers of the 20<sup>th</sup> century have had the opportunity to express themselves in its space. The exhibitions held over the years have presented the work of illustrators such as Winsor McCay, François Schuiten, Claude Renard, the Japanese artist Yoshitaka Amano, Edgar P. Jacobs; painters such as Martin Vaughn-James and Alexandre Obolensky, the photographer Marie-Françoise Plissart, the writers Michel de Ghelderode and Jean Ray, the racing driver Camille Jenatzy, etc. The house has hosted a number of events appropriate to its scale: guided tours through the building from room to room, workshops on Art Nouveau techniques and musical workshops for children in the neighbourhood, receptions, small concerts, and lectures.

The House has been the setting for some moving encounters: visitors have brought objects to make it look even more 'inhabited'; members of the Autrique family, scattered throughout Belgium and the world, have been able to reconnect thanks to this place and to meet each other here.

# PRACTICAL INFORMATION

## **INTERVIEWS**

Alexandra Rolland (Autrique House)  
Cristina Marchi (ARCHistory)  
Anne-Cécile Maréchal (Patrimoine | Erfgoed 1030)  
Cécile Dubois (Patrimoine | Erfgoed 1030)

## **PRESS OFFICER**

Alice Herman  
0472 92 73 41  
alice.herman4444@gmail.com  
LinkedIn – Facebook

## **MUSEUM**

Wednesday to Sunday  
From 12pm to 6pm  
Chaussée de Haecht, 266 - 1030 Brussels  
02 215 66 00  
info@autrique.be  
www.autrique.be

